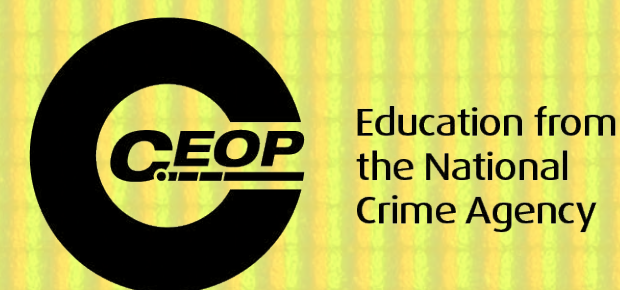


# FINANCIALLY MOTIVATED SEXUAL EXTORTION (FMSE) CAMPAIGN

Stakeholder toolkit





# CONTENTS

- 03** About the campaign
- 04** Core messages
- 05** How you can support the campaign
- 06** Consumer campaign assets and example social media posts



# **ABOUT THE FINANCIALLY MOTIVATED SEXUAL EXTORTION CAMPAIGN**

**This toolkit provides everything you need to promote the campaign, including messaging guidance and ready-to-use assets.**

## **Campaign aims.**

A clear, consistent message will help the campaign raise awareness of FMSE among teenage boys, helping them spot warning signs, set boundaries and access support through the CEOP Education website.

It reinforces that FMSE can happen to anyone, but it is never the victim's fault.

## **Our target audiences.**

The primary audience is teenage boys aged 15 to 17 across the UK. The secondary audience is their parents and teachers.

**Thank you for your support.**



# CORE MESSAGES

## Our primary message is: It's not your fault

We want our audience to understand that they are not to blame and that this kind of blackmail could happen to anyone.

### Our secondary messages are:

- Stay calm – Encourages the audience to not panic.
- Don't pay – Advises against giving in to blackmail.
- We can help – Reinforces that support is available.

Where possible, these core messages should be part of any accompanying caption.

## Call to action

Our call to action is directing people to the National Crime Agency's [CEOP Education website](#), where they can find out more about FMSE and how to report if they are being blackmailed.



# HOW YOU CAN SUPPORT THE CAMPAIGN

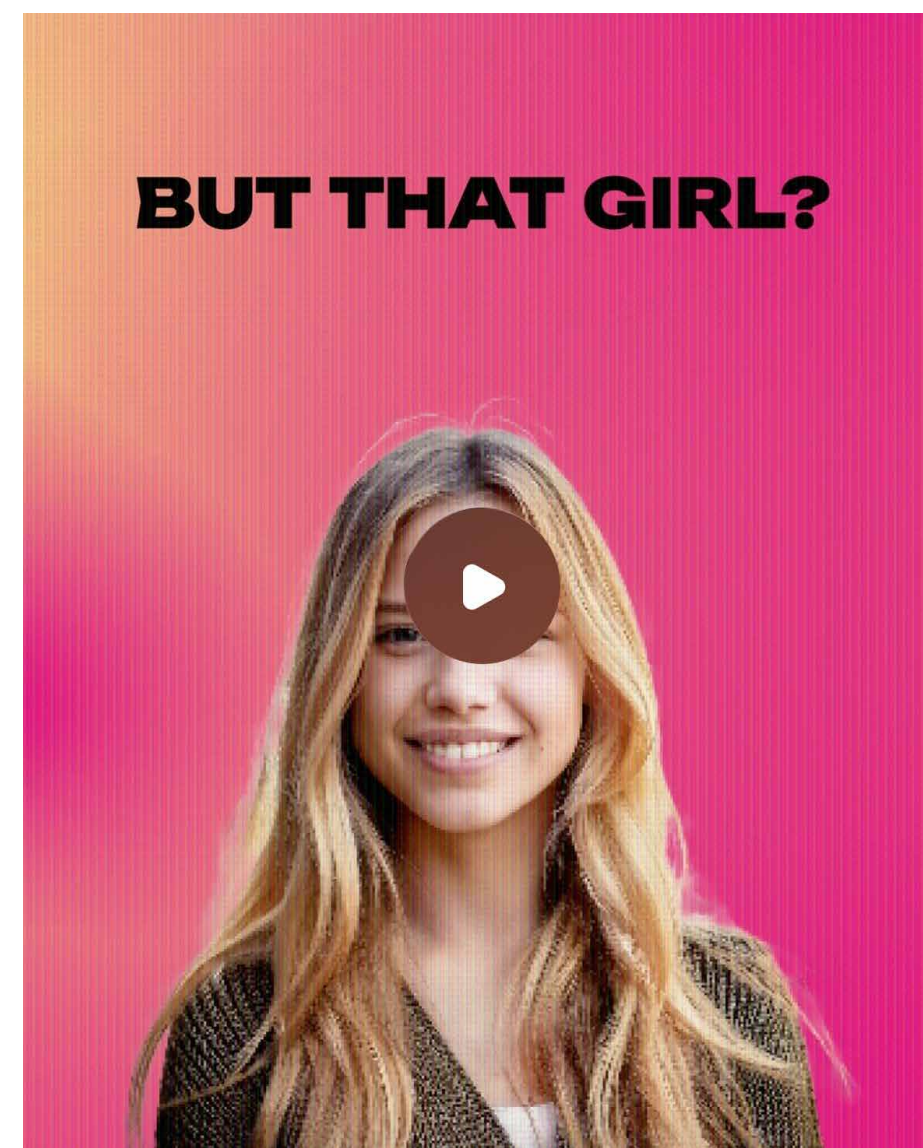
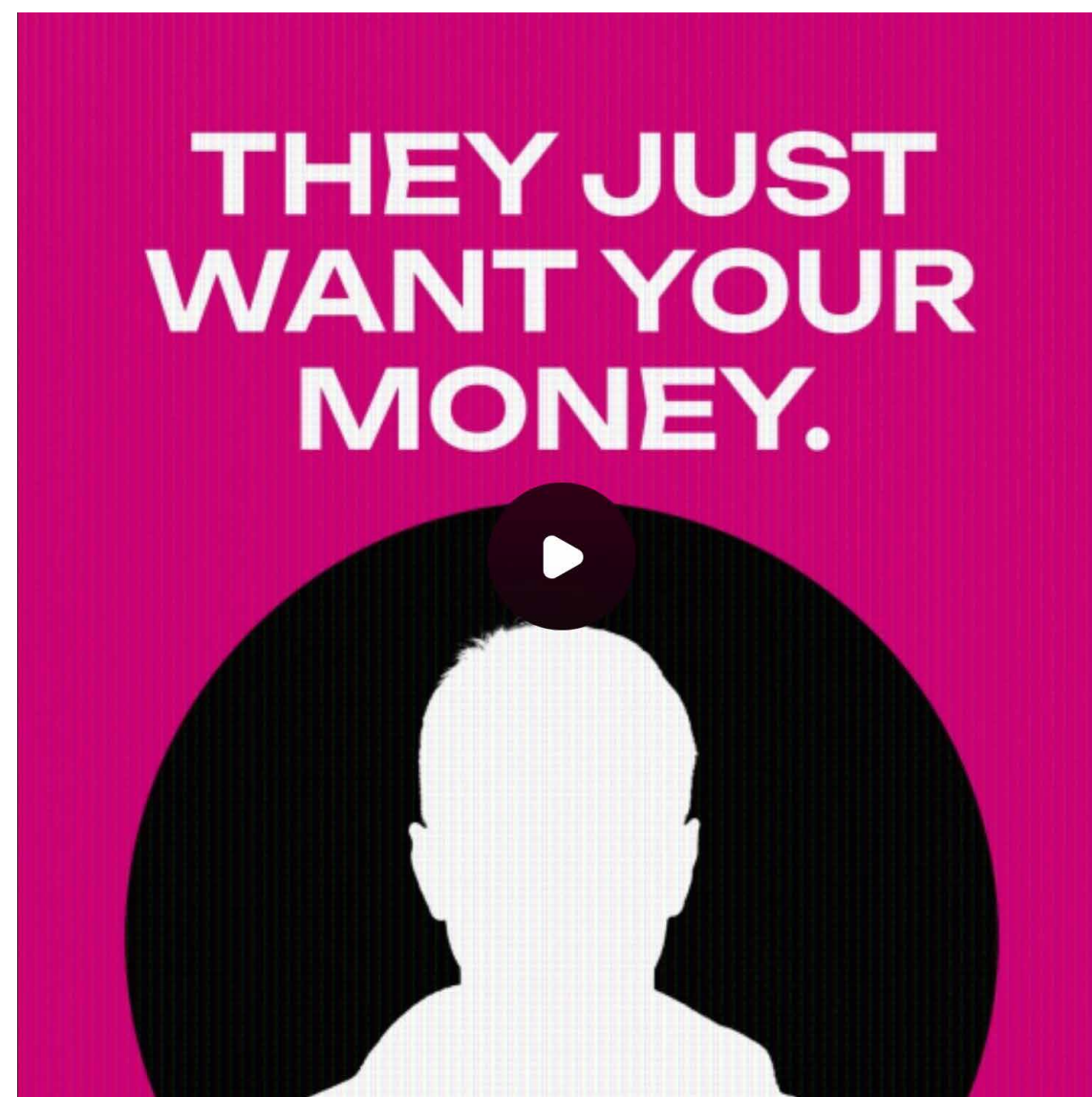
1. Post new content about the campaign on social media using the assets and suggested captions in this toolkit.
2. Share and like our social media content.
3. Tag the accounts for NCA:
  - X: [https://x.com/NCA\\_UK](https://x.com/NCA_UK)
  - Facebook: <https://www.facebook.com/NCA>
  - LinkedIn: [www.linkedin.com/company/national-crime-agency](http://www.linkedin.com/company/national-crime-agency)
  - Instagram: [www.instagram.com/national\\_crime\\_agency](http://www.instagram.com/national_crime_agency)
4. Tag the accounts for CEOP:
  - X: <https://x.com/CEOPEducation>
  - Facebook: <https://www.facebook.com/CEOPEducation>



# CONSUMER CAMPAIGN ASSETS AND EXAMPLE SOCIAL MEDIA POSTS

## 30 second video

Available in 1:1, 4:5 and 9:16.



## Suggested post copy

If someone is blackmailing you after you've shared a nude online, you're not alone. It's not your fault.

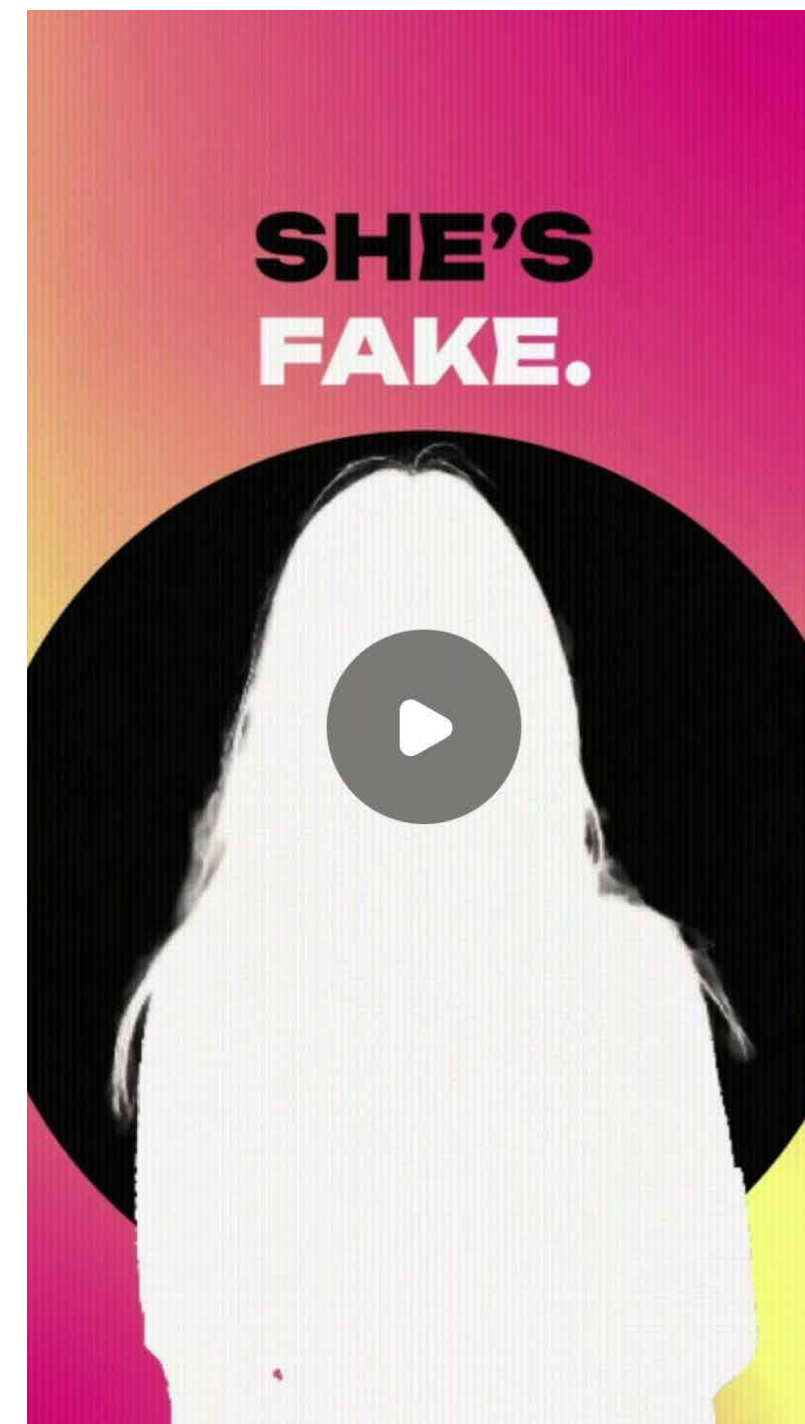
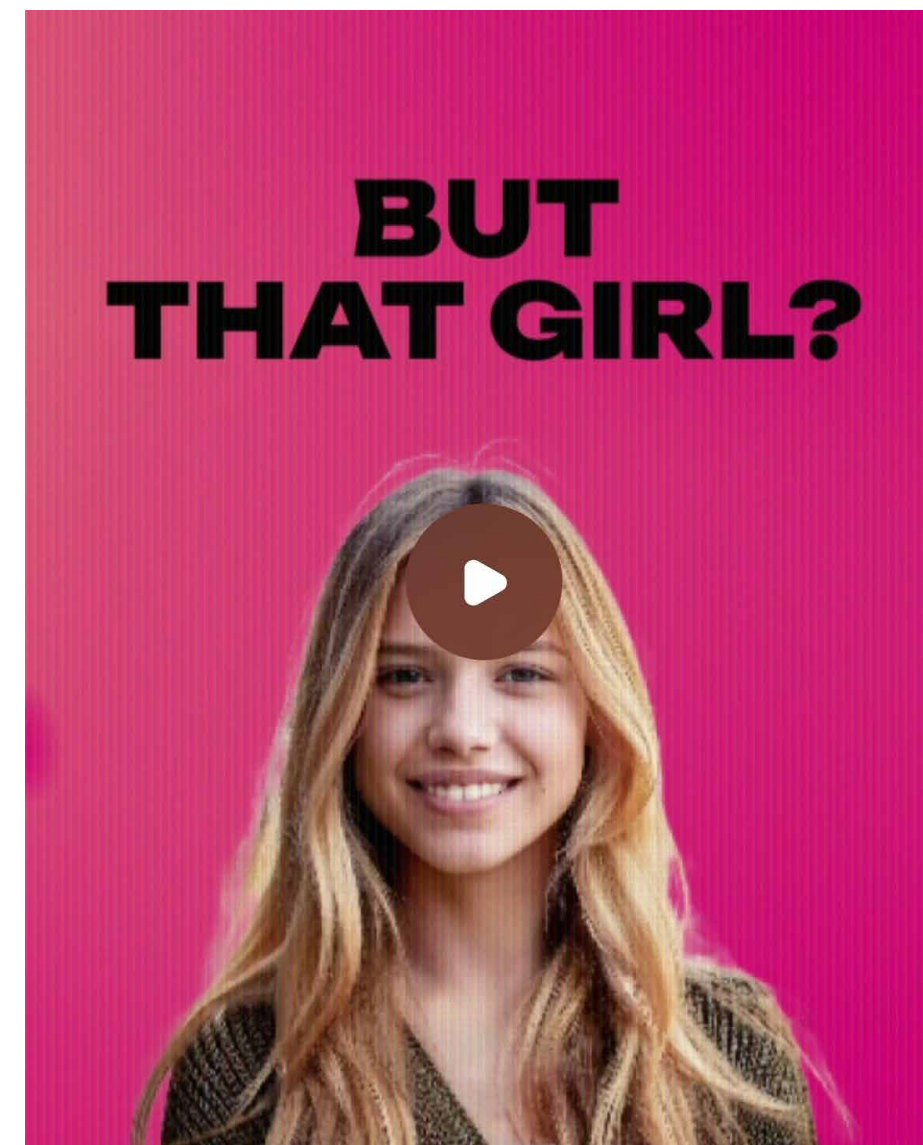
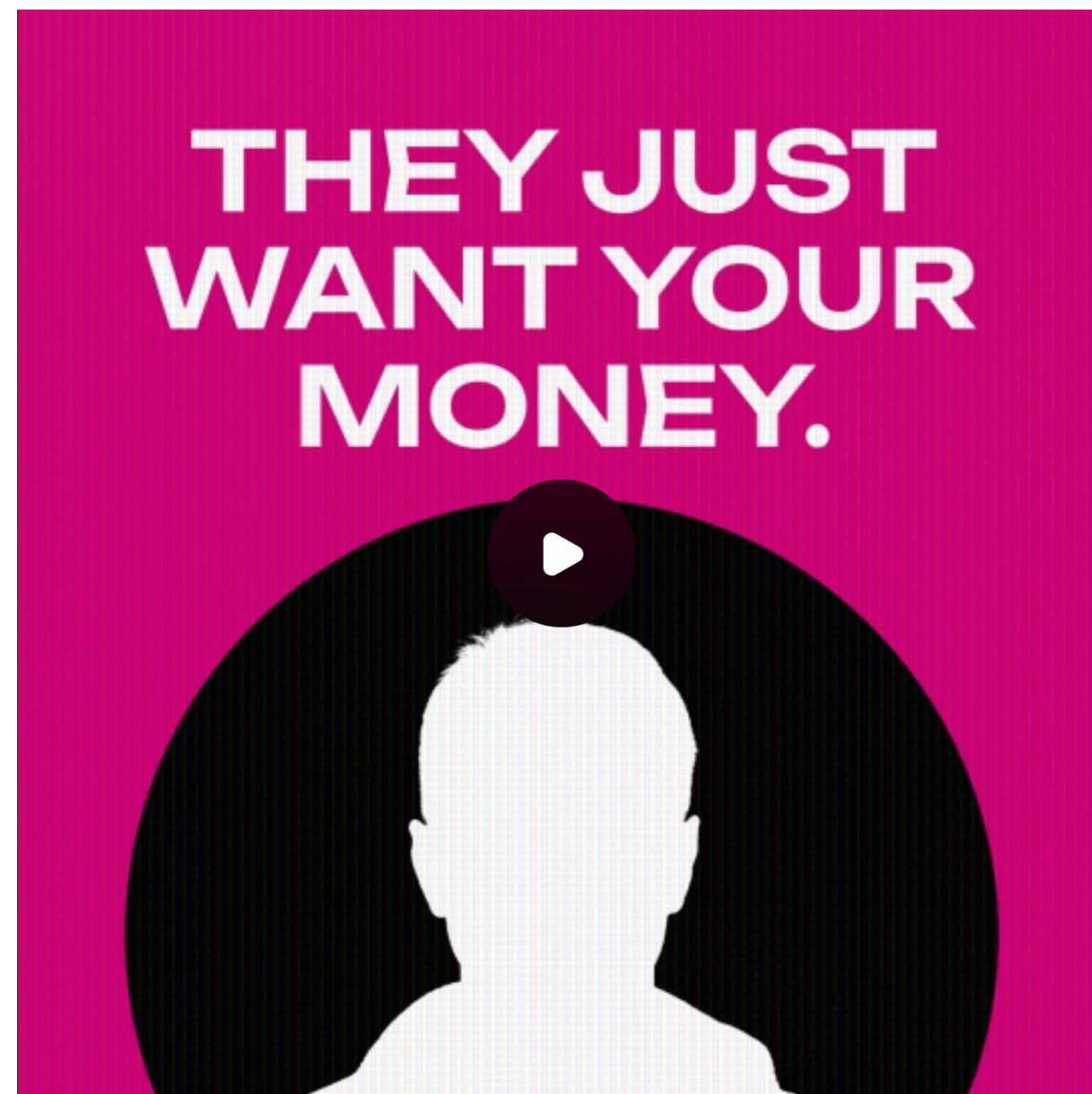
Stay calm, don't pay. Help is available – visit the National Crime Agency's CEOP Education website to find out more:  
[www.ceopeducation.co.uk/11\\_18/](http://www.ceopeducation.co.uk/11_18/)



# CONSUMER CAMPAIGN ASSETS AND EXAMPLE SOCIAL MEDIA POSTS

## 15 second video

Available in 1:1, 4:5 and 9:16.



## Suggested post copy

Being blackmailed after sharing a nude? It's not your fault.

Follow these 5 steps to take control:

- Don't pay
- Stop the chat and block
- Report the account to the platform
- Speak to an adult you trust
- Report to the police or to CEOP

Learn more about what to do and how to get help at:

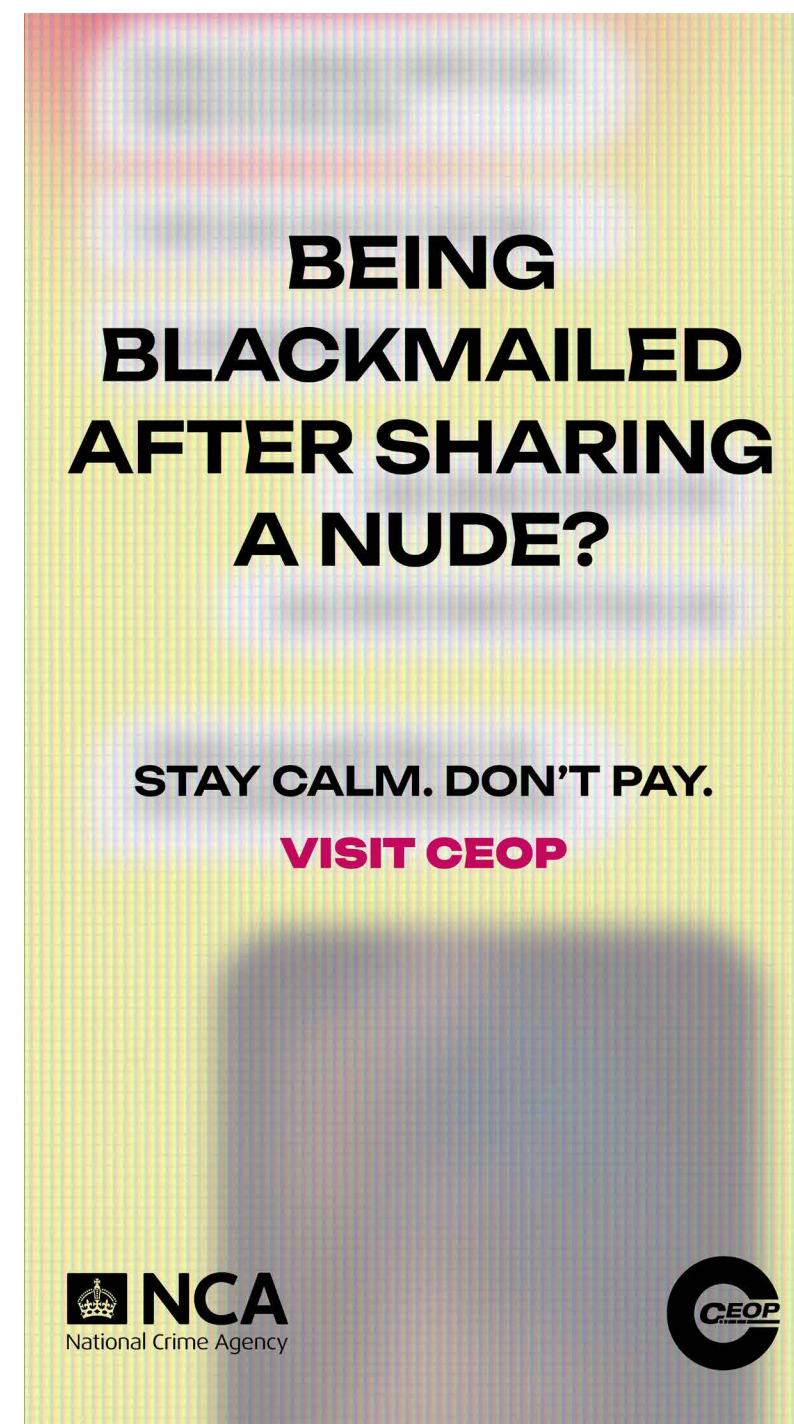
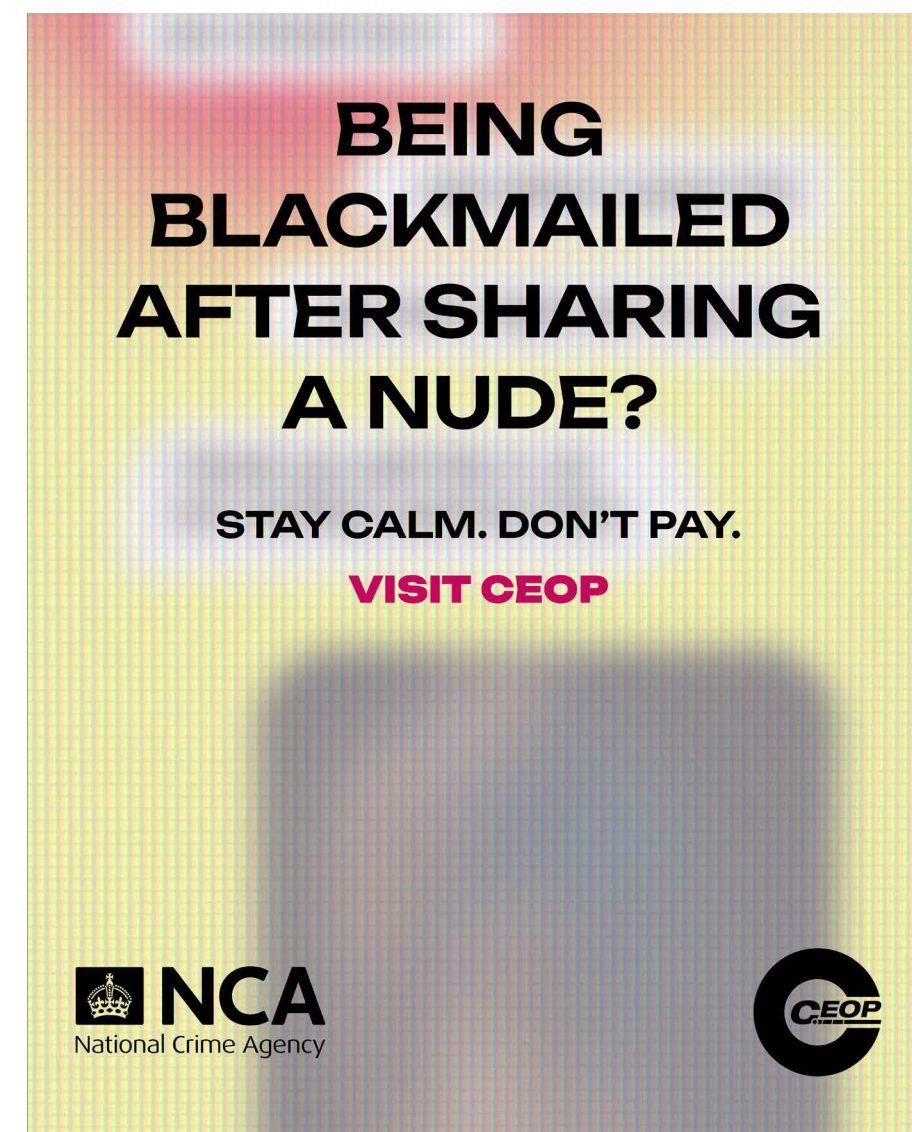
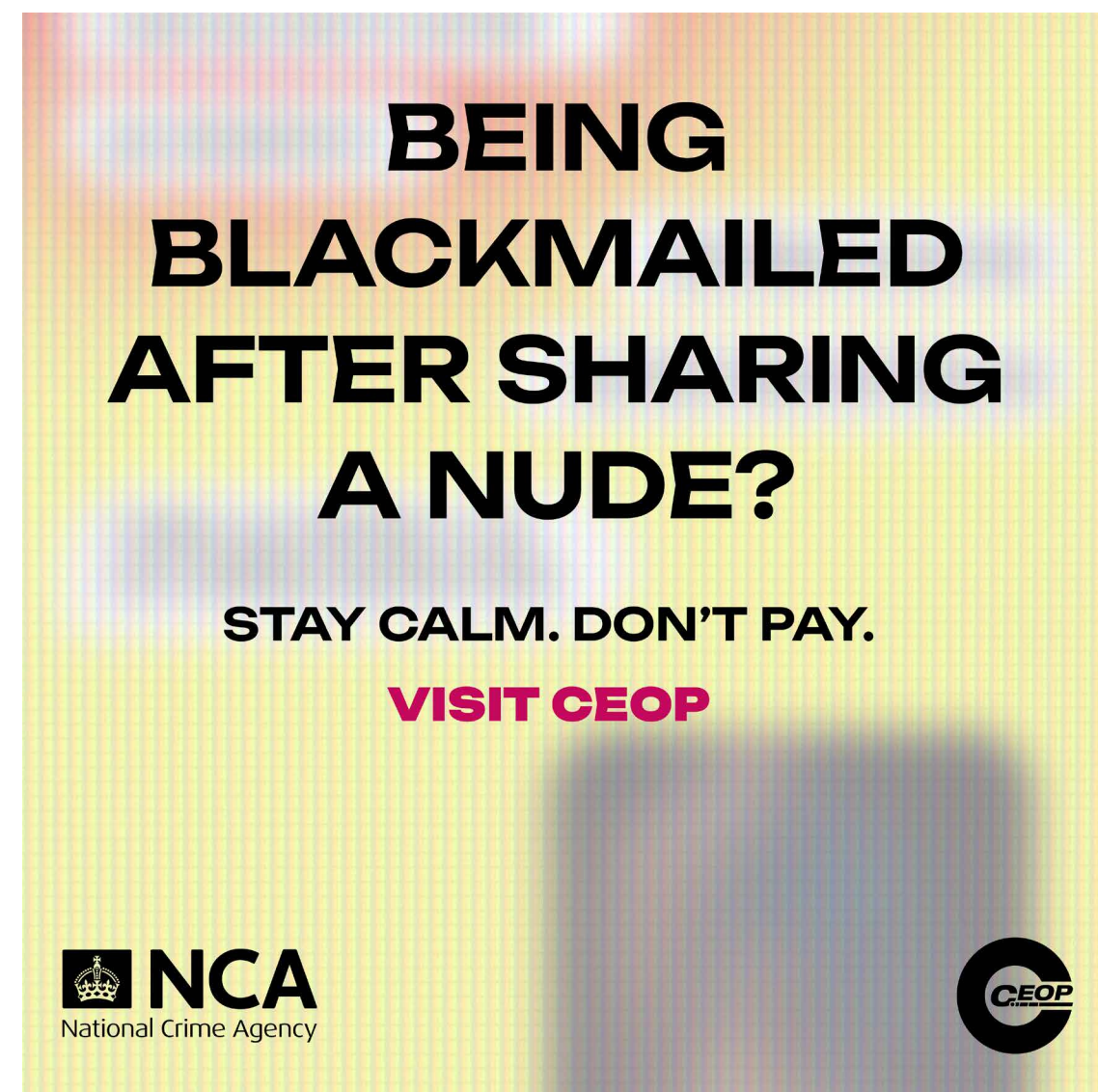
[www.ceopeducation.co.uk/11\\_18/](http://www.ceopeducation.co.uk/11_18/)



# CONSUMER CAMPAIGN ASSETS AND EXAMPLE SOCIAL MEDIA POSTS

## Static

Available in 1:1, 4:5 and 9:16.



## Suggested post copy

Being blackmailed after sharing a nude? It's happened to other teens too. It's not your fault and you don't have to face it alone.

Stay calm, don't pay. We can help – visit the National Crime Agency's CEOP Education website for support and guidance on how to report what's happening [www.ceopeducation.co.uk/11\\_18/](http://www.ceopeducation.co.uk/11_18/)



**THANK YOU**